

**AMENDMENT TO THE CLAIMS**

**IN THE CLAIMS:**

Please amend claim 4 and add new claims 12-20 as follows. A copy of all pending claims and a status of each claim is provided below.

---

1. (original) A method for tailoring information to characteristics of an information user, comprising the acts of:

- a) passing a request object containing at least one profile element to an arbiter;
- b) selecting a personalization engine from a plurality of personalization engines by the arbiter;
- c) accessing a content database to retrieve a personalized content object identified by the personalization engine selected by the arbiter.

A<sup>3</sup>

2. (original) The method of claim 1, further comprising the act of passing the personalized content object to an application program.

3. (original) The method of claim 2, wherein the application program is a web browser.

4. (currently amended) The method of claim[[,]] 1, further comprising the act of sending the request object over a communication network.

5. (original) The method of claim 4, wherein the communication network is the Internet.

6. (original) The method of claim 1, further comprising the acts of:

d) accessing a profile database that stores profile elements associated with the request object;

e) retrieving from the profile database at least one profile element associated with the request object; and

f) including in the request object the at least one profile element retrieved from the profile database.

A<sup>3</sup>  
7. (original) The method of claim 1, wherein the plurality of personalization engines comprises at least two personalization engines selected from the group consisting of a rule-based personalization engine, a predictive-modeling personalization engine, and a collaborative filtering personalization engine.

8. (original) Apparatus for tailoring information to characteristics of an information user, the apparatus comprising:

a) an arbiter for accepting and analyzing a request object; and

b) a plurality of personalization engines for selecting at least one personalized content object from a content database;

wherein the arbiter selects a personalization engine from the plurality of personalization engines, and the selected personalization engine selects the at least one personalization content object from the content database.

9. (original) The apparatus of claim 8, further comprising output logic for passing the at least one personalization content object to an application program over a communication network.

A<sup>3</sup>  
10. (original) The apparatus of claim 9, wherein the communication network is the Internet.

11. (original) The apparatus of claim 9, wherein the application program is a web browser.

---

12. (new) The method of claim 1, further comprising selecting a personalization engine using at least one of an object-oriented analysis and an expert-system analysis process.

A<sup>4</sup>  
13. (new) The method of claim 12, wherein the expert-system analysis comprises at least one of rule based analysis, model based analysis, and knowledge based analysis.

14. (new) The method of claim 1, further comprising the arbiter analyzing at least one of a date of the request object, a user identity, a user shopping history, and a user usage path.

15. (new) The apparatus of claim 8, wherein the arbiter is configured to receive a request object from a user and a profile element from a profile database.

16. (new) The apparatus of claim 8, further comprising at least one of an object-oriented arbiter and an expert-system arbiter.

A4  
17. (new) The apparatus of claim 8, wherein the arbiter is configured to analyze at least one of a date of the request object, a user identity, a user shopping history, and a user usage path.

18. (new) A method for tailoring information delivered to a user, comprising:  
an arbiter selecting a personalization engine; and  
the personalization engine selecting a personalized content object to tailor information provided to the user.

19. (new) The method of claim 18, further comprising the arbiter receiving a request object from a user, and sending the selected personalized content object to the user's application program.

William SHAOUY, *et al.*  
Serial No.: 09/810,992

--9--

A4

20. (new) The method of claim 19, further comprising the arbiter receiving a profile element from a profile database.

---